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ORDER

Flight Dates 10/30/12-11/05/12

Order Sep 00:20:00

Order Share %

Product Estimate # 694

Contract / Revision 304899 / Issue. American Crossroads TV 10 Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

08/29/12 08/29/12 Billing Contact Order Type GENERAL

Advertiser American Crossroads Billing Cycle EOM/EOC

66 Canal Center Plaza - Suite 555 Billing Calendar BROADCAST
Alexandria, VA 22314-1576

Agency Crossroads Media Demographic A35+

Buying Contact

Rev Codes

POL POL ISS

Buying Contact

Sales Office EWSDC Product Codes PL

66 Canal Center Plaza - Suite 555 Sales Region NAT Priority P-1

Alexandria, VA 22314-1576 Agency Ref Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Oraci Oriaic 70	Market value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Market Value

Order Totals

Billing Plan

of Spots Net Amount Gross Amount Rating Start Date End Date Net Amount Gross Amount Month # Spots \$66,550.00 November 2012 59 \$56,567.50 0.00 10/29/12 11/05/12 \$56,567.50 \$66,550.00 59 \$56,567.50 \$66,550.00 0.00 Totals

											Tota	ıls
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1 WCPO	10/30/12	11/05/12	M-F GMTS 6-7a M-F GMTS 6-7a	СМ	6-7a	МГWГF	:30	2	\$900.00 P-1	0.00 NM	5	\$4,500.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	29/12	11/04/12	- TWTF	4	\$900.00	0.00						
Week: 11/	05/12	11/11/12	M	1	\$900.00	0.00						
2 WCPO	10/30/12	11/05/12	M-F GMA 7-9am	CM	7-9a	MTWTF	:30	2	\$900.00 P-1	0.00 NM	5	\$4,500.00
			M-F GMA 7-9am									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	29/12	11/04/12	- TWTF	4	\$900.00	0.00						
Week: 11/	05/12	11/11/12	M	1	\$900.00	0.00						
3 WCPO	10/30/12	11/05/12	M-F 9-10a	СМ	M-F 9-10a	MTWTF	:30	4	\$400.00 P-2	0.00 NM	5	\$2,000.00

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Contract / Revision 304899 Flight Dates 10/30/12-11/05/12 Hiatus Dates

<u>Original Date / Revision</u> 08/29/12/ 08/29/12 <u>Order Sep</u> 00:20:00

Advertiser American Crossroads Product Issue. American Crossroad Estimate # 694

Ln Ch Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ts Rate Pri	Rtg Type	Tot Spots	als Amount
		Live with Regis a	nd Kelly							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	- TWTF	4	\$400.00	0.00					
Week: 11/05/12	11/11/12	M	1	\$400.00	0.00					
4 WCPO 10/30/	12 11/05/12	M-F 530-6p News M-F 530-6p News		528-6p	МГЖГБ	:30	2 \$2,000.00 P-2	0.00 NM	5	\$10,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	- TWTF		\$2,000.00	0.00					
Week: 11/05/12	11/11/12	M	1	\$2,000.00	0.00					
5 WCPO 10/30/	12 11/05/12	M-F 7-730p The List	СМ	M-F 7-730p	MTWTF	:30	2 \$900.00 P-1	0.00 NM	5	\$4,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	- TWTF	4	\$900.00	0.00					
Week: 11/05/12	11/11/12	M	1	\$900.00	0.00					
6 WCPO 10/30/	12 11/05/12	M-F 730-8p Let's Ask America	CM a	M-F 730-8p	MTWTF	:30	2 \$900.00 P-1	0.00 NM	5	\$4,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	- TWTF	4	\$900.00	0.00					
Week: 11/05/12	11/11/12	M	1	\$900.00	0.00					
7 WCPO 10/30/	12 11/05/12	M-SU 11p Late N M-SU 11p Late N		11-1135p	MTWTF- S	:30	3 \$1,500.00 P-2	0.00 NM	7	\$10,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>					
Week: 10/29/12	11/04/12	- TWΓF- S		\$1,500.00	0.00					
Week: 11/05/12	11/11/12	M		\$1,500.00	0.00				_	^-
8 WCPO 10/30/	12 11/05/12	M-F 1135p-1202a M-F 1135p-1202a	a Nightlir	1135p-1202a	MTWTF	:30	4 \$1,500.00 P-2	0.00 NM	5	\$7,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>					
Week: 10/29/12	11/04/12	- ТWГF M		\$1,500.00	0.00					
Week: 11/05/12	11/11/12			\$1,500.00	0.00		4	0.00 NIM	,	# 450.00
9 WCPO 11/03/		SA GMTS 8-9a	СМ	8-9a		:30	1 \$450.00 P-2	0.00 NM	1	\$450.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	S-	1	\$450.00	0.00		4 04500000	0.00.1114	,	0 450.00
10 WCPO 11/04/		SU 5-6am	СМ	5-6a	S	:30	1 \$150.00 P-2	0.00 NM	1	\$150.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	S	1	\$150.00	0.00				_	
11 WCPO 10/30/		M-F 11a-12p M-F 11a-12p	СМ	11a-12p	MTWTF	:30	4 \$600.00 P-2	0.00 NM	5	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>					
Week: 10/29/12	11/04/12	- TWTF M	4	\$600.00	0.00					
Week: 11/05/12	11/11/12		1	\$600.00	0.00		4	0.00 NIM	_	#0.750.00
12 WCPO 10/30/		M-F 12-1p News	СМ	12-1p	MTWTF	:30	4 \$750.00 P-2	0.00 NM	5	\$3,750.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12 Week: 11/05/12	11/04/12	- TWTF M	4 1	\$750.00 \$750.00	0.00					
	11/11/12			\$750.00	0.00	:30	1 \$750.00 0.4	0.00 8184	4	¢750.00
13 WCPO 11/03/		SA 7-730p SA7-730P	CM	658-730p		:30	1 \$750.00 P-1	0.00 NM	1	\$750.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays S-	Spots/Week 1	Rate \$750.00	Rating 0.00					
14 WCPO 11/03/		5	CM		S-	:30	1 \$4,500.00 P-2	0.00 NM	1	\$4,500.00
14 VVCPO 11/03/	12 11/03/12		CIVI	258-7p	3-	.30	i \$4,500.00 P-2	U.UU INIVI	l '	φ4,500.00

Print Date: 08/29/12

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Contract / Revision 304899 Flight Dates 10/30/12-11/05/12 Hiatus Dates

Advertiser American Crossroads Product Issue. American Crossroad Estimate # 694

Ln Ch	Start	End	Inventory Code	Prook	Start/End	Time Davs	Lon	Spoto	Rate Pri	Dta Tuna	Tota	als Amount
LII CII	Start	Ella	,		Start/Enu	Tille Days	Len	Spots	Rate FII	Rtg Type	Spois	Amount
			ABC College Foo	Ū								
			ABC College Foo	otball gan							•	
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 10	/29/12	11/04/12	S-	1	\$4,500.00	0.00						
E 15 WCPO	11/02/1	2 11/02/12	Friday Prime C	CM	10-11p	F	:30) 1	\$3,500.00 P-8	0.00 NM	1	\$3,500.00
			Friday Prime C		•							
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/29/12	11/04/12	F	1	\$3,500.00	0.00						
16 WCPO	10/30/1	2 10/30/12	M-F 5-530p News	s CM	5-530p	- T	:30) 1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
			M-F 5-530p New		•				, ,			. ,
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/29/12	11/04/12	- T	1	\$2,000.00	0.00						
17 WCPO	11/04/1	2 11/04/12	SU GMTS 8-9a	СМ	8-9a	S	:30) 1	\$450.00 P-2	0.00 NM	1	\$450.00
			SU GMTS 8-9a									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/29/12	11/04/12	S	1	\$450.00	0.00						

Totals 59 \$66,550.00

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